



22nd Annual CADCA Conference 2012

Presenters: Natale Adorni,
Montana CSAP Fellow and
Cathleen Dobson MTNG Civil
Operation Program MGR.

CADCA NATIONAL LEADERSHIP FORUM

- DATES: FEB 6-10 NATIONAL HARBOR, MD
- THEME: **COLLABORATE, ADVOCATE, INNOVATE**
- LATEST STRATEGIES TO FIGHT SUBSTANCE ABUSE
- PRESENTORS: NATIONALLY-KNOWN EXPERTS AND POLICY MAKERS

Opening Ceremony

- 8th Annual SAMHSA Prevention Day opening plenary featured: The Duke Ellington School of the Arts Dance Ensemble.



PREVENTING DRUG ABUSE IS NO EASY TASK

- Since 1992, CADCA has demonstrated that when all sectors of a community come together to fight substance abuse-change happens.
- If local community coalitions are the vehicle that ties together local constituents then CADCA is the catalyst which unites community coalitions across our nation.

CADCA SPONSORS



Partnering for Success

- **Collaborate:** Stressed the importance of developing meaningful partnerships with policymakers, community leaders, public health departments and related organizations.
- **Advocate:** Encouraged local/state coalitions to be political agents in order to effect real and sustainable change.
- **Innovate:** Focus-local/state coalitions must be creative and inventive in doing business and implementing strategies to carry out their mission.

Key Facts-Take Aways

- By **2020**, mental and substance use disorder will surpass all physical diseases as a major cause of disability worldwide.
- Each year, approximately **5,000** youth under the age of **21** die as a result of underage drinking.
- More than **34,000** Americans die every year as a result of suicide, approximately one every **15** minutes.
- Among persons aged **12** and older who used prescription pain relievers non-medically in the past **12** months, **55.9 %** got them from a friend or relative for **free**.

Prevention and the National Drug Control Policy

The National Drug Control Strategy contains 18 actions related to drug prevention, organized under 5 overarching principles:

- 1. A National Prevention System Must Be Grounded at the Community Level
- 2. Prevention Efforts Must Encompass the Range of Settings in Which Young People Grow Up
- 3. Develop and Disseminate Information on Youth Drug, Alcohol, and Tobacco Use
- 4. Criminal Justice Agencies and Prevention Organizations Must Collaborate
- 5. Preventing Drugged Driving Must Become a National Priority on Par with Preventing Drunk Driving

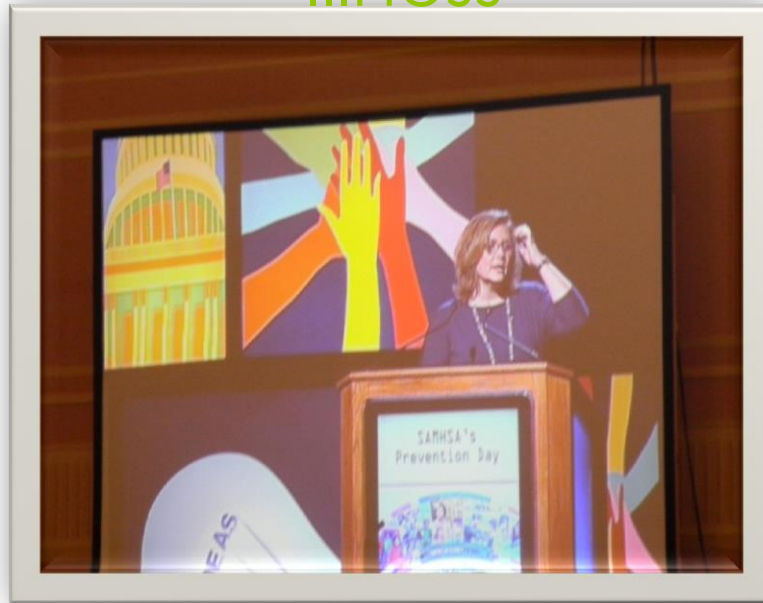
CADCA's strategies directly reflect the ONDCP's strategy of community and grassroots level intervention.

NATIONALLY-KNOWN EXPERTS AND POLICY MAKERS



SAMHSA Strategic Initiative #1

Prevention of Substance Abuse & Mental Illness



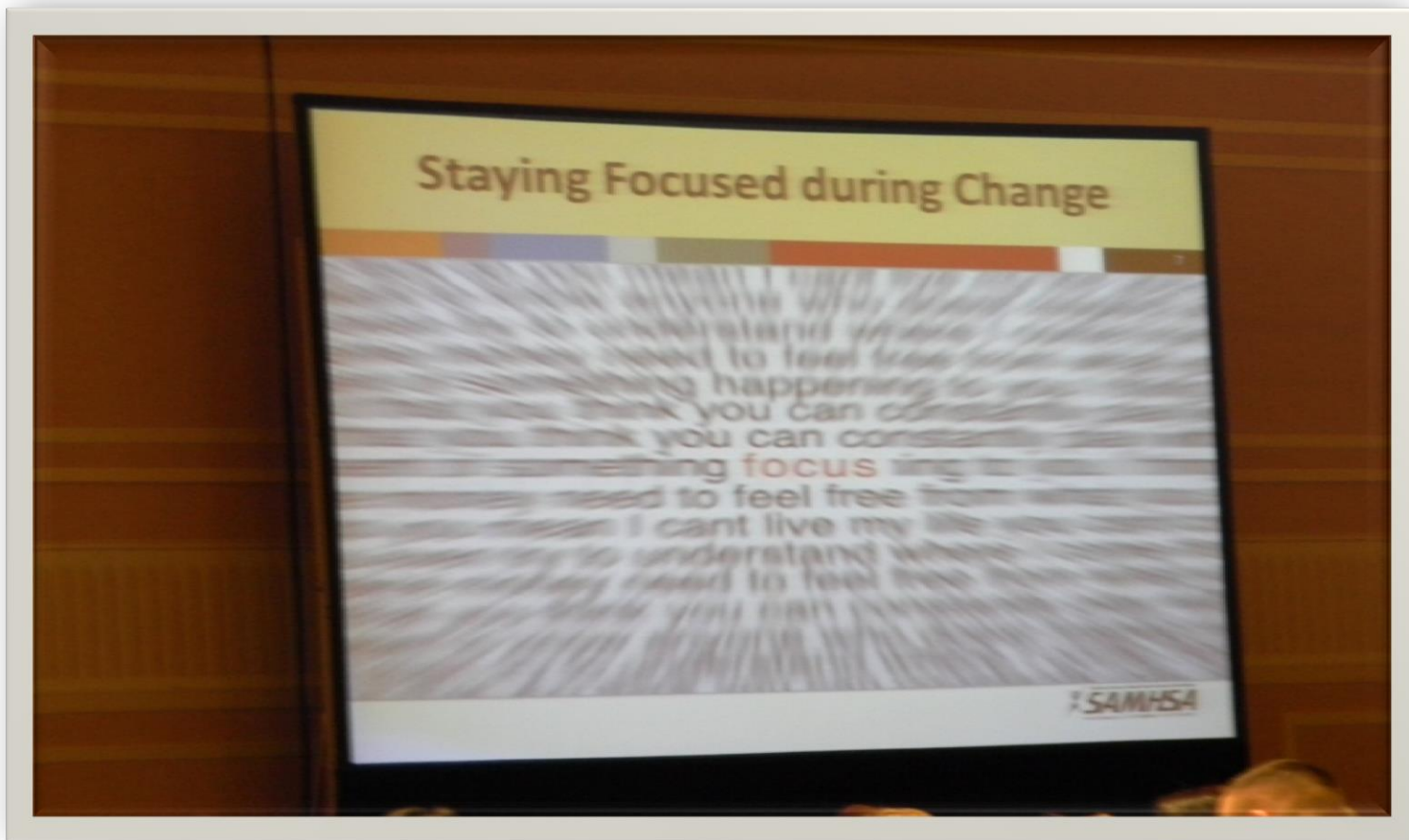
- Frances M. Harding, Director CSAP
- “Create communities where individual, families, schools, faith-based organizations and work places act to promote emotional health reducing the likelihood of emotional illness , substance abuse including tobacco and suicide. “
- **Focus: High Risk Youth, Youth in Tribal Communities and Military Families**

What Americans Believe

- **66%** believe treatment and support can help people with mental illness to lead normal lives
- **20%** feel persons with a mental illness are dangerous to others
- **2/3** believe addiction can be prevented
- **75%** believe recovery from addiction is possible
- **20%** say they would think less of a friend/relative if they discover that person is in recover from an addiction
- **30%** say they would think less of a person with a current addiction

Key Message

Stay Focused During Change



The Law-Increases Your Access to Affordable Care

- Blood pressure screening
- Cholesterol screening
- Tobacco cessation counseling and interventions
- Birth control
- Depression screening
- **AND MORE.....**
- www.healthcare.gov/prevention for a full list

Prevention Barriers in the Armed Forces

Military entities create a difficult circumstances in terms of intervention, acceptance and prevention

- - Admitting to drug addiction, and seeking help can lead to being discharged from the Armed Forces
- - Alcohol dependency and drug addiction may lead to a revocation of security clearances, making it impossible to progress or transfer in military careers and strips military members of a valuable asset (security clearance) when seeking civilian employment
- - Overwhelming stigmas in accepting help in dealing with PTSD, and other mental illnesses, this is slowly improving as the issue becomes more and more critical.
- - High OP tempo is often a barrier to military members to seek assistance. Seeking help can bar members from deployment, often times leading to feelings of abandoning their team.
- - Underage drinking has historically been accepted in the military and many foreign stations allow drinking at young ages. Many military installations have “A-Towns” right outside the front gates catering to underage and binge drinking.

Military Alcohol “Hub of the Wheel”

Historic Trends in Binge Drinking

- Army-48.2 %
- Navy-47.8%
- Marine Corps-57.6%
- Air Force-39.0%
- **Suicide: 18%** had evidence of alcohol use at time of death
- **24%** had evidence of past alcohol abuse or dependence
- **Sexual Assault:** Over **50%** of victims and offenders of sexual assault were associated with alcohol
- **30%** of spouse abuse involved alcohol
- **12%** of active duty members are underage

Military: “How Are We Fixing This”



- Commandant/Assistant Commandant/SgtMaj of the Marine Corps Initiative
- Leadership understands the hub of the wheel
- Utilized SAMSAS 6 Strategies and added treatment initiatives
- Identified levels of risk
- Focus on Prevention, provide treatment as needed
- Questions: grant.olbrich@usmc.mil

By Marine for Marine Initiatives

- **OSCAR, Take a Stand, Never Leave a Marine Behind, DSTRESS Line**
- Family Training
- Improve community based processes
- Teach impacts of alcohol misuse through the lifestyle training
- Focus on workforce development (substance abuse personnel)
- Educate the importance of self-referral

EUDL Air Force Discretionary Grant

Goals:

- Zero tolerance approach for underage drinking
- There is a “Culture of Responsible Choices Initiative” (CoRC) in place
- Initiative includes **0-0-1-3** campaign: zero underage drinking, zero DUI's, **1F** of age, no more than **1** drink per hour, **3** drinks per night.
- *The focus is on the community coalition approach that goes above and beyond what other communities are providing through CoRC or EUDL (state-level) alone.*

Trends-American Indian/Alaskan Native Substance Abuse & Use

- **20.5 %** -Past month alcohol use ages **12-17** (higher than other racial groups)
- **31.0%** Binge alcohol use age **12** or older (higher than other racial groups)
- **18.7%** past month illicit drug use age **12-17** (higher than other racial groups)
- **35.8%** Past month cigarette use age **12 or older** (higher than other racial groups)
- Source: Based on recent studies by the Native American Center for Excellence (NACE)

Emphasis on Conducting Environmental Scans

- Coalitions are well-positioned to change the problem environments that exist within their communities.



“Dig Deeper-For A More Comprehensive Perspective”

- #1 location of liquor outlets
- Is there large number of liquor stores and bars in your community?
- Can you buy alcohol in markets, convenience stores, drug stores, gas stations?
- What time do outlets stop selling booze?
- Where is liquor consumed? In addition to bars and restaurants, what about parks, street festivals, sporting events, parking lots, abandoned buildings, etc?
- How is alcohol promoted in your community?
- Do you have a lot of “Happy Hour” or other types of promotions?
- Do you have lots of billboards with alcohol ads in your community?
- Do outlets post signs stating that a person must be **21** to enter or purchase alcohol?

Countering Marijuana's Harmful Influence

- Local and State Coalitions are “re-claiming” their communities

Challenges

- In the United States-marijuana use among teens rose last year for the **4th** straight year. *This is according to the most recent Monitoring the Future survey*
- Fighting confusing messages presented by popular culture, media, proponents of “medical marijuana.”
- On average, **1 in 11** people who use marijuana, become addicted. Based on a recent study from National Institute on Drug Abuse (NIDA)
- Current research-based information is not readily available
- Increased social availability

Data Analysis

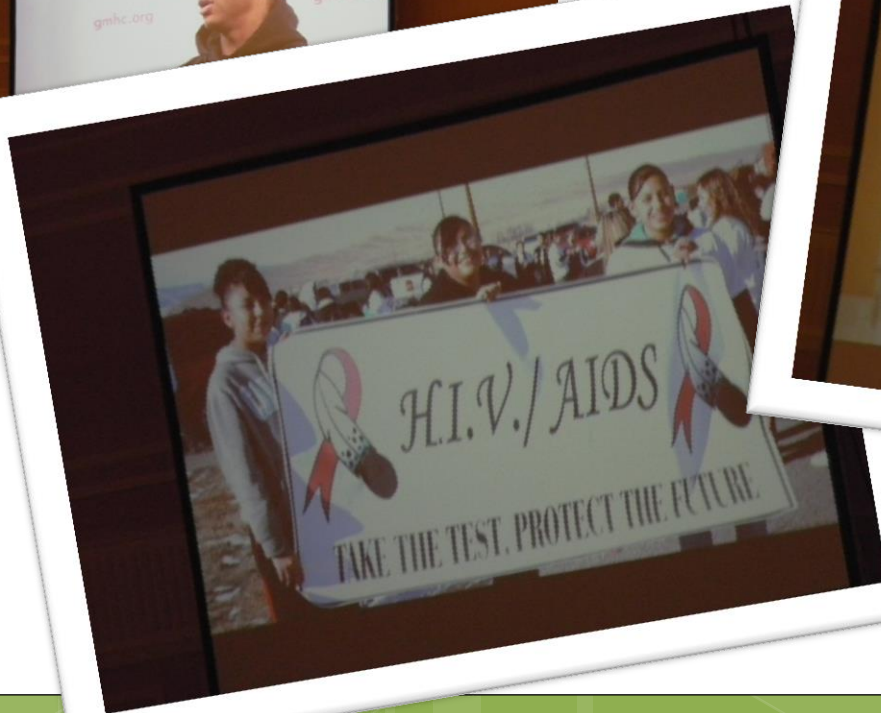
- One in five** teen drivers reports that they have driven under the influence of marijuana. Being under the influence of marijuana is more prevalent among teen drivers than alcohol.
- 30%** of teens surveyed don't consider marijuana use as a driving distraction. This is according to a study conducted by Liberty Insurance and Students Against Destructive Decisions.

Prescription Drugs

- Prescription pain medications like **Vicodin** and **OxyContin** were involved in more overdose deaths than heroin and cocaine combined. Based on a recent study from National Institute on Drug Abuse (NIDA)
- While prescription drug abuse affects all walks of life—urban, suburban, and rural—residents of **rural counties are nearly twice as likely to overdose** on painkillers as people in larger cities.
- In a recent study, prescription painkiller overdoses killed nearly **15,000** people in the U.S. —a rate of **4.8 deaths per 100,000** population, **four times the rate for 2009**.

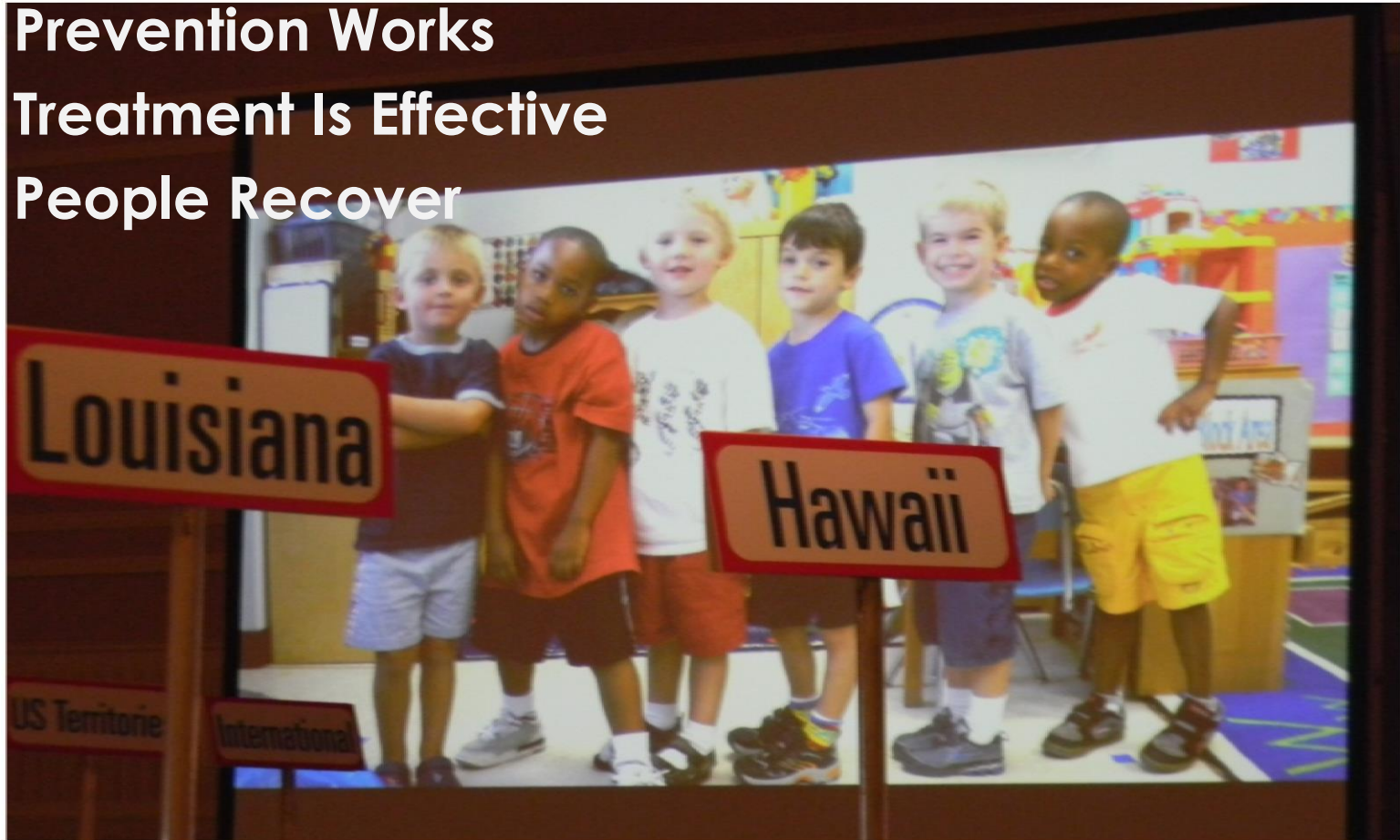
HIV/AIDS

“Today, an estimated 1 million people in the US are living with HIV/AIDS. Drug abuse continues to be the major factor in the spread of the disease through both injection and non-injection use.”



What we know at the end of the day....

- Prevention Works
- Treatment Is Effective
- People Recover



Collaboration is the key!

- **Websites for additional information:**
- www.samhsa.gov
- www.samhsa.gov/about/cbhsq.aspx
- www.samhsa.gov/about/csap.aspx
- www.samhsa.gov/about/csat.aspx

It was a tough trip but.... 😊



Thank You!

